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ABSTRACT

The chapters of this collection examine a full range of issues that any educational institution must consider before beginning to develop a Web portal, including business challenges, organizational implications, policy choices, and technology concerns. The chapters are: (1) "It's a Bird! It's a Plane! It's a Portal?" (Richard N. Katz); (2) "Customer-Centered Resources" (Ed Lightfoot and Weldon Ihrig); (3) "Customer-Relationship Management: A Vision for Higher Education" (Gary B. Grant and Greg Anderson); (4) "All about Web Portals: A Home Page Doth Not a Portal Make" (Howard Strauss); (5) "E-Business in Higher Education" (Robert B. Kvavik); (6) "The Business Challenges" (Diana Oblinger and Larry Goldstein); (7) "Portal Technology Opportunities, Obstacles, and Options: A View form Boston College" (Bernard W. Gleason); (8) "Portal Technology Opportunities, Obstacles, and Options: A View from the California State University" (Steven L. Daigle and Patricia M. Cuocco); (9) "The Organizational Challenge: IT and Revolution in Higher Education" (John R. Curry); (10) "The Policy Challenges" (Richard N. Katz and Rhonda I. Gross); and (11) "Summing up" (Richard N. Katz and Larry Goldstein). Each chapter contains references. (SLD)

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